

HERITAGE AREA BULLETIN BOARD JUNE 2003 *****

The first International Heritage Development Conference in Pittsburgh earlier this month was a great success. A rich range of opportunities to experience heritage were offered: the "Big Fat Pittsburgh Wedding" opening reception complete with bride, groom and a local tradition the cookie table (those with sharp eyes spotted Augie Carlino's mother...she made the pizzelles), tours of the region from the landmark Fallingwater to gritty steel towns, a heritage market of traditional local products, and memorable performers--who can forget the Power Sing? Highlights included a keynote address by award-winning author and Pittsburgh native David McCullough, a lunch with Lynne Rosetto Kaspar, NPR personality and host of the *Splendid Table*, University of Pennsylvania Professor Theodore Hershberg, a well known advocate for the imperative to work regionally, and Chair of English Heritage Sir Neil Cossons, who spoke on how his country is using the historic environment to foster a sense of place and to build a sustainable economy.

Congratulations to the Rivers of Steel National Heritage Area and to all who worked hard to make this a great experience.

The next heritage development conference will be in Nashville in the late spring of 2005 under the sponsorship of the Tennessee Civil War National Heritage Area.

LEGISLATIVE

UPDATE*****

In the month of June no new heritage area proposals have been introduced. The House Interior Appropriations Subcommittee held a markup of the National Park Services FY 2004 request. The funding for the Heritage Partnership Program (National Heritage Areas) was increased by \$6.15 above the administrations request to \$13.894 which is slightly less than the final appropriation in FY 2003. A full committee markup is expected by the end of the week.

Also just released are the minutes from the May 13-14, 2003 Meeting on National Heritage Areas, convened by the Senate Energy and Natural Resource Committee, Subcommittee on National Parks. The minutes reflect the diverse views of the 19 participants and provide a good starting point for future development of the heritage area movement, or, as it was called at the meeting, "phenomena". The minutes are attached:



Heritage Discussion.dc

NEWS FROM THE NATIONAL HERITAGE AREAS*****

The Schuylkill River Valley National Heritage Area has a new executive director. Kurt D. Zwikil is a former State Representative who has served as the president of the Allentown Economic Development Corp. in Pennsylvania for the past seven years. He has strong experience in history and heritage, as the former chair of the Pennsylvania Historical and Museum Commission and as a commissioner on the Delaware and Lehigh National heritage Corridor Commission.

A RESEARCH AGENDA FOR HERITAGE AREAS: ROUND II*****

The International Heritage Development Conference was also the venue for a follow up workshop on "Developing a Research Agenda for National Heritage Areas". The first workshop was held in November 2002 at the National Trust for Historic Preservation in Washington D.C. The goal of both workshops was to facilitate a discussion on the research that heritage areas can utilize in order to better understand the impacts of their actions on local communities, resources, and on the larger national and

global conservation consciousness. Nora Mitchell, Adrian Philips, Steve Selin, Carroll Van West, and Tom Guthrie presented information and ideas both on their ongoing work and made recommendations on where research in the field needs to go. The benefits of forming stronger networks and creating a centralized location for sharing research processes and findings surfaced repeatedly. Several globally minded attendees discussed the benefits of an international mechanism for the exchange of people and ideas as a way of learning from best practices and models abroad.

After a break, Elizabeth Watson facilitated group discussion about ways to further define a research agenda. Some ideas include the need to define what we mean by terms such as economic sustainability, livability, and civic engagement. We need to define our long and short-term goals. We should also identify what problem or question we are trying to answer, what kind of research is most appropriate (qualitative versus quantitative, for example), and to whom we are answering.

The group discussed the need to further define a theory of national heritage areas that includes a description of the cultural heritage paradigm, and to articulate what the movement means to different groups of people. There is also a need for further analysis of existing management models. However, it was stressed that the context of place is inherent to a management structure's effectiveness, and will affect the evaluation.

One approach to describing the research agenda identifies four categories of research that need further development. The knowledge gained from any one of these realms fuels our understanding of others. These areas include 1) developing capacity, 2) improving our knowledge and understanding of what heritage areas are all about, 3) promoting the concept, and 4) using monitoring techniques to evaluate what we are doing and how effectively.

The goal of the workshop to share ongoing research and identify new opportunities was achieved and it is hoped that the dialogue among the almost forty attendees will continue. For a full report on the first workshop visit the National park Service web site at www.cr.nps.gov/heritageareas/. The minutes of the most recent workshop will be posted shortly.

UPCOMING EVENTS*****

Heritage Area Basics: Getting Started

October 1, 2003, National Trust for Historic Preservation Conference, Denver CO